

Abstract of Disclosure

A novel point-of-purchase cantilevered deflectable display assembly which normally extends transversely into a shopping aisle, is disclosed. The disclosed display assembly accommodates substitution of one frame-carried form or configuration of advertising for another, which can be radically different, without disconnecting the entire display assembly from its mounting to a molding at a store shelf or like. The advertising frame with which the advertising medium is associated is removably connected to a distal hanger member. At least one light is carried by the frame. The distal hanger member accommodates the above-mentioned on-site frame and advertisement removal and exchange, while the remainder of the display assembly remains in its shelf-mounted or like position. The display assembly disclosed enhances the deflectable nature of the cantilevered distal part of the display assemblies, the manner in which pivoting occurs and is controlled or limited and the way in which the display assemblies are biased toward neutral in the assembled condition. The electrical power supply is concealed in a housing beneath the store shelf for illuminating the light carried by the frame and the assembly is clamped to the shelf edge molding from the front and back of the molding. An elongated source of illumination is also disclosed.